

# **RJ REYNOLDS**

TOBACCO COMPANY

S. G. STEEN  
Regional Operations Mgr

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May 27, 1994

DIVISION MANAGERS  
CHAIN ACCOUNT MANAGERS

**3rd Quarter Work Plan Meeting: June 8th & 9th**

Ladies & Gentlemen:

Attached is a list of promotions we will work in the 3rd Quarter.

In preparation for our Meeting, please come prepared to address the needs for your Division / chains for all programs that do not have an asterisk by them. SCAM / CAMs should have chain I.D. numbers available for participating chains. Chain I.D. numbers should be included on any paperwork you intend to turn in.

Additional meeting details will be forthcoming.

Sincerely,

*Scott*

S. G. Steen  
Regional Operations Manager

SGS/jc

cc: R. C. Farmer

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**BUFFALO REGION 3RD QUARTER PROMOTIONS  
(FULL PRICE / SAVINGS)**

TIMEFRAME	PROMOTION	ALLOCATED AMOUNT	#/CASES ALLOCATED PER BRANDSTYLE
* July / VAP	Select B3G3F (#400989)	10,920 Displays	1,092 - FF 1,092 - Box 1,092 - Lt 1,092 - Lt Box
August / VAP	Camel B3GF Collector Tin w/Matches (#400180)	7,169 SKUs	
September / VAP	Camel B2GF Forever Pack Match (#400381)	6,773 SKUs	
	Camel NYS Fair Ticket w/3 Packs	50,000 Tickets (@250/SKU)	
	SJRT SME Lighters w/2 Packs Divisions Only	1,930 SKUs	
*	CAMEL Discounting	\$318,903	
*	Distributor Assist	\$4,455	
*	Unadilla - Fandana w/3 Packs	340 SKUs	
*	DORAL Discounting	\$1,036,110	
	Doral B1G1F (Menthol) Cleveland / Buffalo / Rochester 401131	526 (6M) Cases	Cases 316 - FF Men 210 - FF Men 100
*	MONARCH Discounting 401137	\$1,093,383	
	Monarch B1G1F (Vermont) 401137	500 (6M) Cases	125 - FF 85 125 - FF Box 125 - Lt Box 125 - Ult 100
	Monarch B2G1F 401138	900 (6M) Cases <del>#401138</del>	200 - FF Box 150 - FF 100 150 - Lt Kg 200 - Lt 100 200 - Lt Box

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